

Report to Council



Date: November 6, 2017

File: 0410-15

To: City Manager

From: Kari O'Rourke, Community Engagement Manager

Subject: 2017 Citizen Survey Results

Prepared as supplemental to the presentation by Ipsos Public Affairs

Recommendation:

THAT Council receives, for information, the Report from the Community Engagement Manager dated November 6, 2017 with respect to the results of the 2017 Citizen Survey;

AND THAT Council directs staff to conduct the 2018 Citizens Survey in the fall of 2018 to coincide with the new four-year Council term and that subsequent surveys be scheduled every two (2) years.

Purpose:

To present the results of the 2017 Citizen Survey

Background:

Collecting and comparing previous survey results allows elected officials, staff and other interested stakeholders to understand how residents' attitudes and priorities are changing, identify new or emerging issues facing the community and assess the progress the City is making in addressing key issues through statistically significant methodology. The outcomes complement the ongoing engagement and conversations with citizens on a variety of initiatives throughout the year. The previous Citizen Survey was completed in March 2015.

It is recommended another Citizen Survey be completed in the fall of 2018 to provide insight into residents' attitudes and feedback on service delivery to inform the strategic priorities setting exercise for the 2018- 2022 council.

The 2017 telephone survey was conducted through cell phone and landline methodology with the final sample size of 300 adult Kelowna residents, split 60 per cent cell phones and 40 per cent landlines. Quotas were established in order to get more representative data both geographically and

demographically by establishing age, gender and postal code information. The overall survey results are accurate within + or – 5.7 percentage points, 19 times out of 20. The final data has been weighted to reflect the actual population in Kelowna according to 2016 Census data. Ipsos Public Affairs was selected to conduct the survey in order to benchmark Kelowna against other BC municipalities for which it also conducts citizen and quality of life satisfaction surveys.

The 2017 survey focused on seven key areas:

1. Quality of Life
2. Issue Agenda
3. Community Safety
4. City Services and Infrastructure
5. Financial Planning
6. Priority Setting
7. Customer Service

Overall results

Results look positive and residents remain largely satisfied with the services the City provides.

- Good quality of life
- Safe community
- Satisfied with services
- Good value for tax dollars
- Satisfied with customer service

While perceptions of overall quality of life remain high at 94 per cent, this has declined slightly in the past three years; the same is also true when asked about community safety, with a decrease to 90 per cent which should be closely observed.

Top three issues

Open-ended responses from respondents regarding top three issues facing the community see social issues taking the top position by 1 per cent over transportation with growth and development remaining in third position. They are as follows:

- Social issues at 40 per cent
- Transportation at 39 per cent
- Growth and development at 15 per cent

It is worth noting that social issues made a statistically significant gain from 16 per cent in the 2015 survey.

Perception of safety Downtown

For the first time, respondents were asked to indicate frequency of visiting downtown and describe perception of overall safety as directed by Council to support key indicators for the Downtown Plan. In total, 83 per cent of residents say they visit at least once a month and 41 per cent saying at least once a week. Results indicate 80 per cent of all respondents described Downtown as safe, whereas 16 per cent described not very safe and 3 per cent not safe at all.

Top investment priorities

Paired choice analysis identified top priorities for City investment, which include encouraging a diverse supply of housing at different price points, traffic flow management, drinking water, police services, fire services and road maintenance.

The City of Kelowna's water utility provides drinking water to 52 per cent of residents; the majority of the remaining drinking water supply is provided by five independent irrigation districts and 25 small water utilities.

When asked about investing capital dollars into building new or renewing existing infrastructure, respondents were split with renewing at 56 per cent and building new at 41 per cent.

Value for taxes

Value for taxes is consistent with the previous year's results demonstrating 84 per cent of respondents think the overall services and programs are very good to fairly good value and options to increase taxes to enhance or to maintain services at current levels was reported at 62 per cent.

Complete results of the 2017 Citizen Survey are posted on kelowna.ca.

Internal Circulation:

Director of Corporate Strategic Services

Submitted by:

K. O'Rourke, Community Engagement Manager

Approved for inclusion:

